

P R O J E C T

PRESS RELEASE

HOTEL GABRIEL

P A R I S

Axel Schoenert Architectes Associés

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AXEL SCHOENERT  
ARCHITECTE  
& DESIGNER

Axel Schoenert Architectes Associés - ASAA creates the Hotel Gabriel Paris Marais as the first "Detox Hotel" entirely devoted to well-being and regeneration following the dream of the 30's atmosphere.

First of all, it quickly appears that the client and our team wanted to realise a quiet and close space dedicated to some tourist client who would have a real experience spending time there. We decided to be a part of the little circle of the Boutique Hotel meaning a comfortable, luxury intimate hotel. But we decided with the client J.P Marois & J.L Corruble that won't be enough. That's how the Detox concept appears.

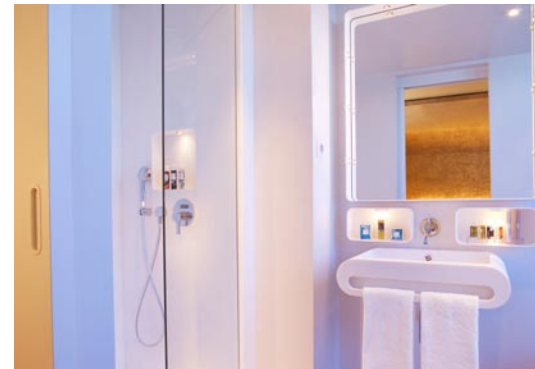
Taking in consideration this first idea, that's how the home blending concept came naturally to answer the proposal. For sure, mixing influences and styles to create a proper atmosphere perfectly match when you want to develop an atmosphere around a design period, to improve your ideas and linked it with the present.

Then by the gathering of those 2 concepts it gives the visitor the satisfaction to feel free in this new space and to let him have a real experience inside.

As we design the hotel to make the client travel in the time, we decide that when he will be inside the hotel he will forget everything from the city as stress and pollution. The «Detox» concept focuses on internal ecology to purify the body, where regenerative sleep and healthy foods are essential ingredients.



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The bar/lounge captures a 30's décor, little lightened dancers that you will find everywhere in the hotel, where shades of white and comfort harmoniously blend. Antioxidant drinks and a wide selection of teas stimulate the body at a cellular level will be proposed in the bar.

At the Hotel Gabriel Paris Marais, sleep is an essential key to rebuilding the body and your overall well-being. The soothing, white decor in the rooms and bathrooms, the soft rugs and the comfortable, upscale bedding are complemented by cutting-edge technology with a plasma screen television, an iPod station, LED lights and unlimited Wi-Fi access.

A range of detoxifying treatments are available in our rooms, and they offer the NightCove\* sleep system in our Glowing rooms. This sleep system provides a variety of light and sound programmes throughout the stages of your sleep cycle. Acting directly on the body's melatonin levels, it provides a soothing, tranquil sleep. You can also configure it during the day (for naps?) and synchronise it with a computer to read mp3 files.

And Massages and skin care treatments are available upon request and are a perfect supplement to the "Detox experience".

At the end, the client will get out of his journey in the Hotel transformed and peaceful, keeping in mind the little dancers and the feeling that he completely enjoy his trip in this big city since he can properly enjoy the resting time.

Axel Schoenert is a German architect and designer with the mind of traveller, who is becoming famous for the concept and projects he has been developing since the creation of his agency Axel Schoenert Architectes Associés (ASAA).

Instantly recognisable by its uncluttered and welcoming design, the “Axel Schoenert touch” represents an idea of interior design that prioritises a sense of freedom in shapes and fluidity of materials; in other words, the perfect mix between respect of existing buildings and passion for modernity.

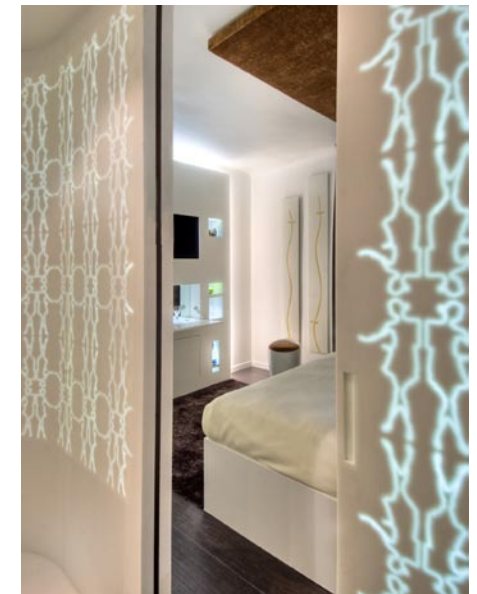
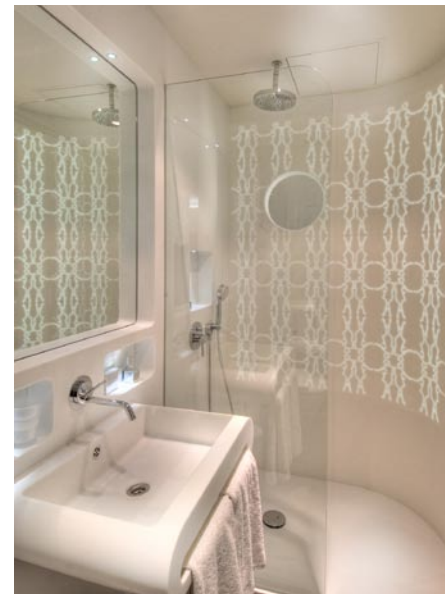
If we consider what Axel Schoenert has achieved at the restaurant “ La Cantine du Faubourg St Honoré “ (Paris), at Alain Senderens’s gastronomic restaurant (place de la Madeleine - Paris) or at Moscow’s newly refurbished Tsum shopping centre, which will soon be upgraded with bars, a lounge area, a restaurant and a club all gathered under a soft transparent membrane, we can see a common identity and we can clearly perceive the graphic and aesthetic lines of the agency. Reflections and transparency, interaction with light, net curtains and movement, colour variations and high technology are all motives that we can find in the design of these now famous places.

In 2008 Axel Schoenert is facing a new challenge: the transformation of a simple hotel into a 4-star boutique hotel (The Hotel Gabriel – Paris Marais). This project will be a real achievement since the challenge was to deal with the strong past of an Art Deco building and to adapt it to the future by using the most innovative current propositions in architecture.

Despite his undeniable success in interior design, Axel Schoenert doesn’t want to push aside his first passion: Architecture.

As a DPLG architect, Axel Schoenert works with its multidisciplinary & international team on numerous large scale projects. He is working, for example, on the future World Trade Centre-Airapolis in Roissy-en-France (130.000m<sup>2</sup> near Charles de Gaulle Airport), or a Business Centre in Paris-Trocadero-CAPV, or recently achieved another Business Center in Paris-Victoire –CAPV. All these projects share a common leitmotiv that we can easily identify: structured construction mixed with freedom in the outline and technical innovation (roofing, façade, etc). His style is can clearly be linked to Postmodernism and Japanese uncluttered design.

Therefore, through the blending of different influences and approaches Axel Schoenert manages to create something personal and to define his own style. Whether you are in Moscow, Dubai or Paris, you can discover and share his world vision, different from all others.



## THE STUDIO:

Created in Paris by Axel Schoenert in 1999, Axel Schoenert Architectes Associés (ASAA) agency is developing its competencies in all the domains that architecture is offering: meaning that ASAA is working on architectural projects, interior design, project management, quantity surveying, and building analysis services for clients in both public and private sectors.

Since the agency has been created, ASAA realised some projects in France and abroad thanks to the international team. The international team represents ASAA's strength since ASAA is a multilingual and multicultural team with various backgrounds which help to broaden our vision.

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